

EXHIBIT 4

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July 29, 2009

Via E-mail

Ryan McCrum, Esq.
Jones Day
North Point
901 Lakeside Avenue
Cleveland, Ohio 44114-1190

Re: Sony Corporation v. Vizio, Inc.

Dear Ryan:

I write to follow up on the parties' discussion last Thursday regarding choosing representative products and limiting the number of asserted patent claims. As we explained during last Thursday's conference of counsel, Sony is willing to consider limiting the number of asserted claims if Vizio is amenable to the designation of a small number of representative products.

Sony presently contends that Vizio's televisions infringe 112 claims of the ten patents-in-suit. Sony is optimistic that after it has had an opportunity to inspect Vizio's products and review the technical documentation and source code that we have requested, Sony will be able to drop a substantial number of asserted claims within a reasonable period of time.

Over the next several weeks, we will attempt to identify what we believe are representative products and will solicit your views on that topic.

Please let us know whether this approach is acceptable.

Best regards,

/s/

Todd Kennedy
02347.51451/3029527.1

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